

# PEGADO SEGUROS

## Brand Guidelines



# BRAND GUIDELINES

Consistency is the key to successful branding. The brand image depends on how the company is presented. Brand guidelines help companies to stay consistent across different channels by following a certain set of rules and visual guidelines.

With these standards and rules, it will be easier to maintain the brand image independent of who uses the visual assets. The brand guidelines include general information about the company logo, its usage, color variations, and typography.

# PAGINATION

<b>Introduction</b>	.....	<b>02</b>
<b>Pagination</b>	.....	<b>03</b>
<b>Logo</b>	.....	<b>04</b>
<b>Color variations</b>	.....	<b>05</b>
<b>Don'ts</b>	.....	<b>06</b>
<b>Color palette</b>	.....	<b>07</b>
<b>Typography</b>	.....	<b>08</b>
<b>Mockups</b>	.....	<b>09</b>



Logo Name: **PEGADO SEGUROS**

Tagline: **Corretora de seguros**

Always keep enough space around the logo to maintain its presentable look and feel. Find more unpreferable usage examples of the logo on page 06.

# COLOR VARIATIONS



Color logo on a white background



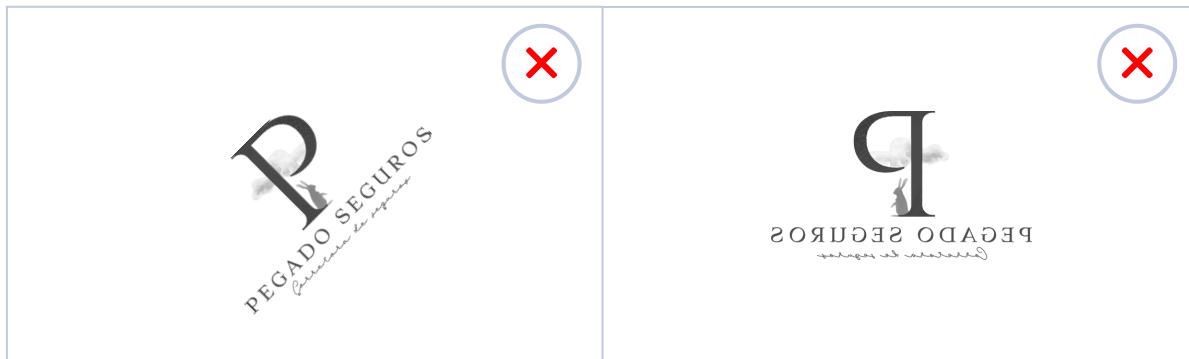
Color logo on a black background



Color logo on a transparent background

# DON'TS

## INCORRECT WAYS TO USE THE LOGO



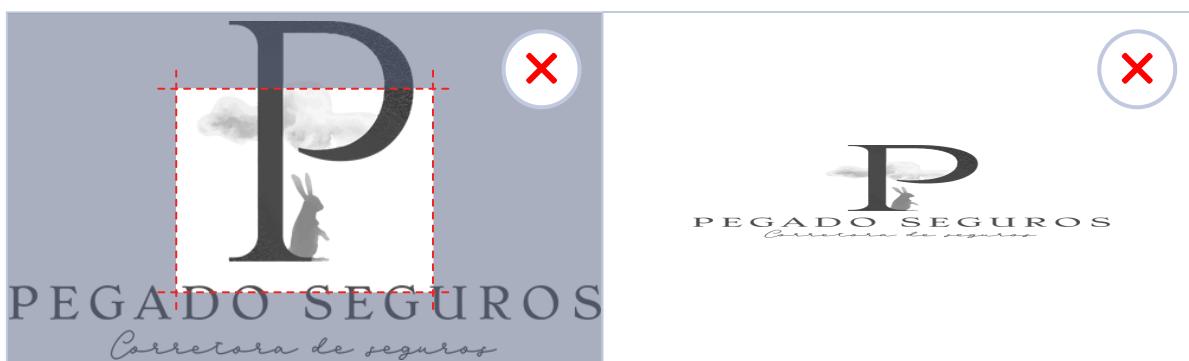
**Do not** tilt or rotate the logo in any direction.

**Do not** reverse or flip the logo.



**Do not** put irrelevant shapes and texts around or on the logo.

**Do not** put disturbing or low-contrast backgrounds behind the logo.



**Do not** crop the logo in any way.

**Do not** stretch or change the original shape of the logo.

# COLOR PALETTE

## TYPOGRAPHY COLORS

**Logo name color**

HEX #4b4b4b



**Tagline color**

HEX #4b4b4b



# TYPOGRAPHY

AA

PEGADO SEGUROS  
Stoke Light

AA

Corretora de seguros  
Lemonade

# MOCKUPS

## PAPER BAG MOCKUP

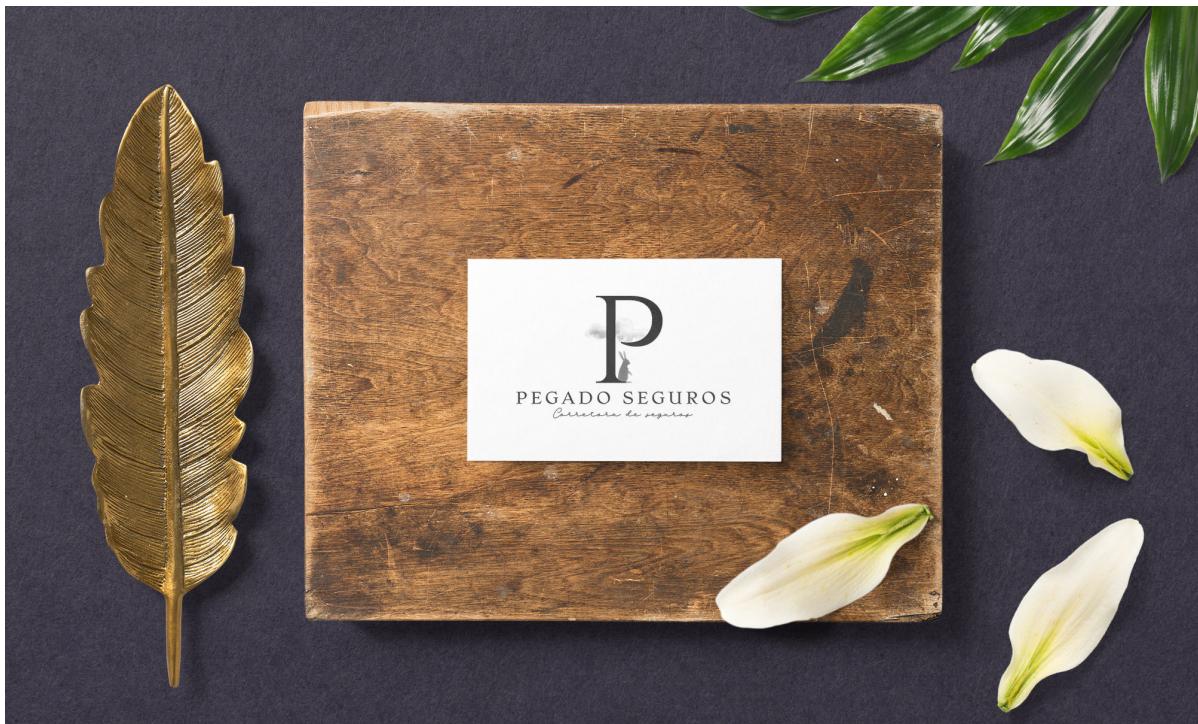


## A4 MOCKUP



# MOCKUPS

## BUSINESS CARD MOCKUP



## ENVELOPE MOCKUP





**THANK YOU**

**PEGADO SEGUROS**

Brand Guidelines